

# TRAVEL TEXAS

— [ FY21 CO-OP OPPORTUNITIES ] —



# Thanks to our FY20 partners, we hope to work together in FY21!







# CO-OP

STANDARD OFFERINGS WITH RECOVERY RATES



# CO-OP options to help with recovery

Wanting to provide as much assistance to our CO-OP partners as possible, we are continuing with the reduced rates introduced after the COVID-19 pandemic began in FY20.

Social placements are offered at a 50% discount. Additionally, there is no minimum spend to run display ads through our Texas Data Warehouse.

Our standard CO-OP offerings will be available for purchase through August 2021.





# Digital Media: Texas Data Warehouse allows partners to run their own display ad creative programmatically reaching users exposed to Travel Texas



CO-OP Offering	FY21 Pricing/Spots Available	Timing Available
Targeted digital media ads leveraging the Travel Texas custom data warehouse	<b>Pricing:</b> CO-OP dollars required but no minimum spend (previously \$3k / month min) <b>Spots Available:</b> Unlimited	March - August 2021

These users have been pre-exposed and inspired by the Let's Texas campaign, our CO-OP partners can close the in the loop by showing specifics about Texas destinations



# Digital Media: Texas Data Warehouse customized campaign can make the following selects

Based on the Travel Texas’ current and prior campaigns, the following options are available to pick and choose from to create your ideal targeting in the programmatic space. All CO-OP ads click out directly to the CO-OP partner’s website.

DOMESTIC SEGMENTS	MEXICO SEGMENTS	TARGET DEMOGRAPHICS	RACIAL / ETHNIC TARGETING*	GEOTARGETING OPTIONS
ARTS BEACH BIRDING FAMILY FOOD GOLF HISTORIC MUSIC OUTDOOR SHOPPING	ARTS FAMILY FOOD GOLF MUSIC OUTDOOR SHOPPING	MILLENNIALS (A20-34, HHI \$40K+)  GENX (A35-49, HHI \$60K+ WITH KIDS IN HH UNDER 18)  BOOMERS (A50+, HHI \$60K+)	AFRICAN AMERICANS  ASIAN AMERICANS  US HISPANICS	COUNTRY  STATE  DMA  Flexible to accommodate CO-OP partner requests

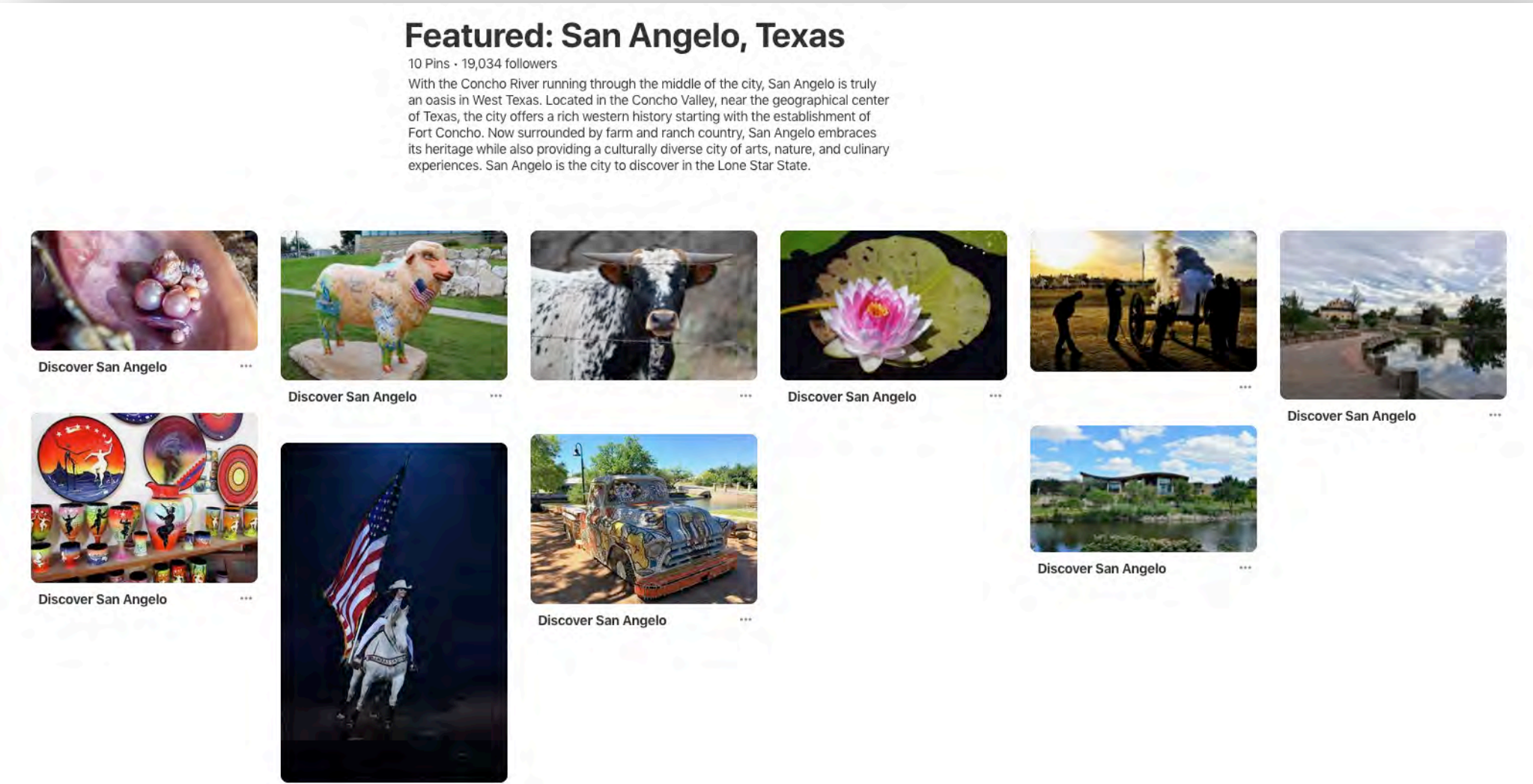
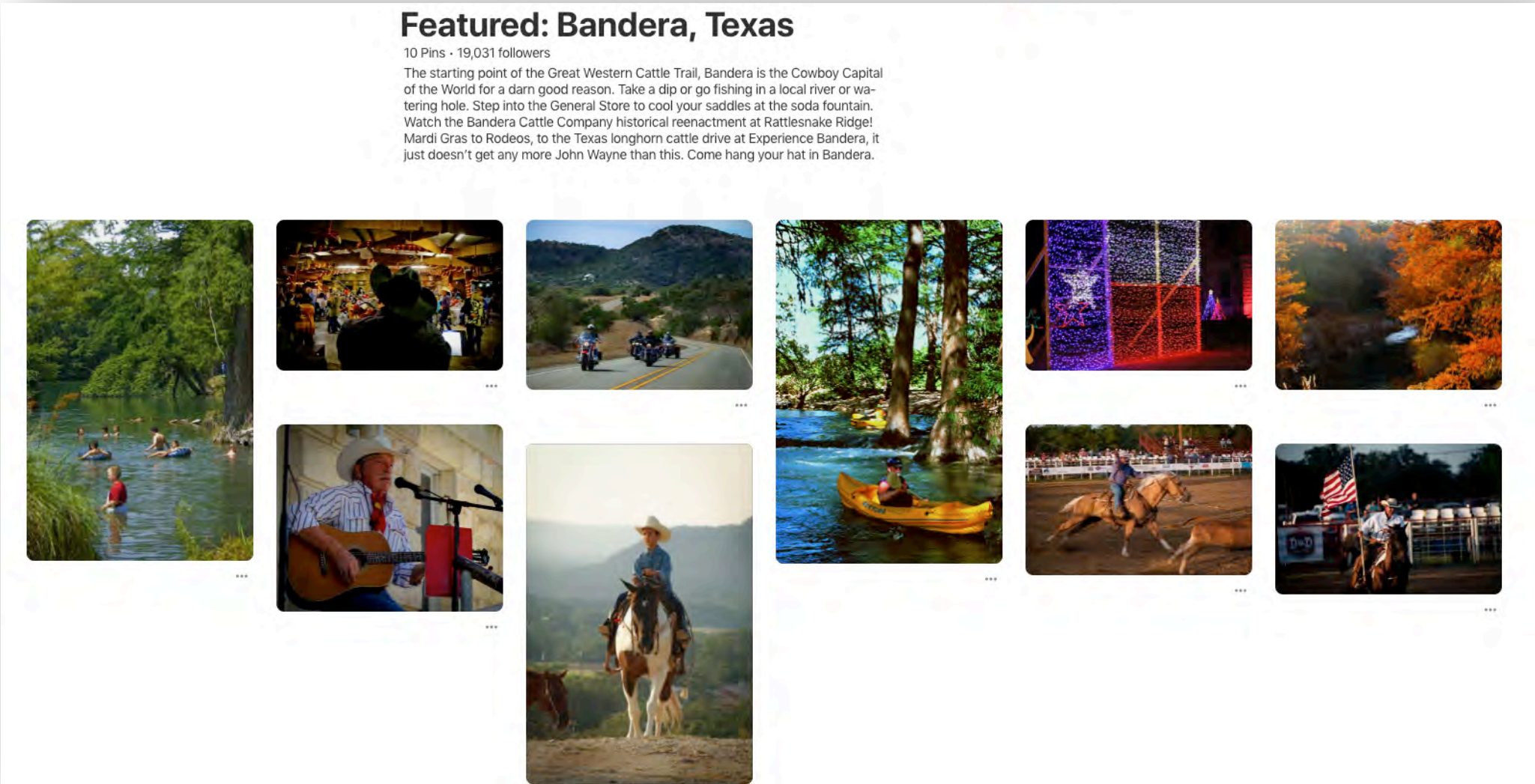
\*Race targeting typically based on profile or registration date and ethnic targeting usually based on language or cultural interests

NOTE: US Census Bureau defines race as how a person self identifies and ethnicity as how a person identifies based on language, culture, nationality and religion



# Social: Custom Pinterest boards leverage Texas’ largest social following, over 400K+ followers

A featured board includes copy describing the board along with 10 pins. Prior boards can be updated or additional pins can be added in batches of 10 pins.



CO-OP Offering	FY21 Pricing/Spots Available	Timing Available
Featured Pinterest board Updating existing Pinterest board from FY18, FY19, or FY20	<b>Pricing:</b> <i>New Board:</i> 50% off or \$500 per board <i>Updating:</i> \$50 per batch of 10 pins <b>Spots Available:</b> Unlimited	March - August 2021



# FY21 CO-OP opportunities with reduced pricing to help with recovery

Category	CO-OP Offering	FY21 Pricing/Spots Available	Timing Available
Email	(SOLD OUT) Placement in Travel Texas monthly eNewsletter. Placement must fit editorial alignment**	(SOLD OUT) <b>Pricing:</b> 50% off or \$250 per placement <b>Spots Available*:</b> 11 spots total, 1-2x per month varying by month	2x March 2x April 2x June 1x July 2x August 2x September
Digital Media	(SOLD OUT) <b>NEW:</b> Mobile ads targeted to reach road trippers based on cues like speed targeting and geolocation history	(SOLD OUT) <b>Pricing:</b> \$5K <b>Spots Available:</b> 25 spots, offer only available through January 2021	April - June 2021
	Targeted digital media ads leveraging the Travel Texas custom data warehouse	<b>Pricing:</b> CO-OP dollars required but no minimum spend (previously \$3k / month min) <b>Spots Available:</b> Unlimited	March- August 2021
Social Media	Featured Pinterest board Updating existing Pinterest board from FY18, FY19, or FY20	<b>Pricing:</b> <i>New Board:</i> 50% off or \$500 per board <i>Updating:</i> \$50 per batch of 10 pins <b>Spots Available:</b> Unlimited	March - August 2021

Please note our Integrated Branded Content (IBC) programs will be finalized in our last phase of planning, likely in the Spring. If there are any co-op enabled IBC programs, similar to our Pandora program we have had the last two years, we will have a second round of sign-ups.



# CO-OP PROCESS



# CO-OP program deadlines

If a partner is signing up outside of our initial window please keep the following deadline in mind when considering start dates (only CO-OP offerings are available for ongoing sign-ups, pending spots available)

## **SPACE:**

Programs are offered throughout the year but space must be reserved a minimum of two (2) months in advance by signing off on letter of agreement, estimate and providing funds for the program

## **MATERIALS:**

Creative must be reviewed by Proof Advertising and Travel Texas to ensure it meets specs and standards. To avoid any campaign delays, creative must be provided to Proof Advertising a minimum of six (6) weeks prior to campaign start date





# Contact Us

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If you have questions regarding the CO-OP Opportunities or would like to discuss what CO-OP opportunities might be right for you, please contact the following people:

## Proof Advertising

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# THANK YOU!